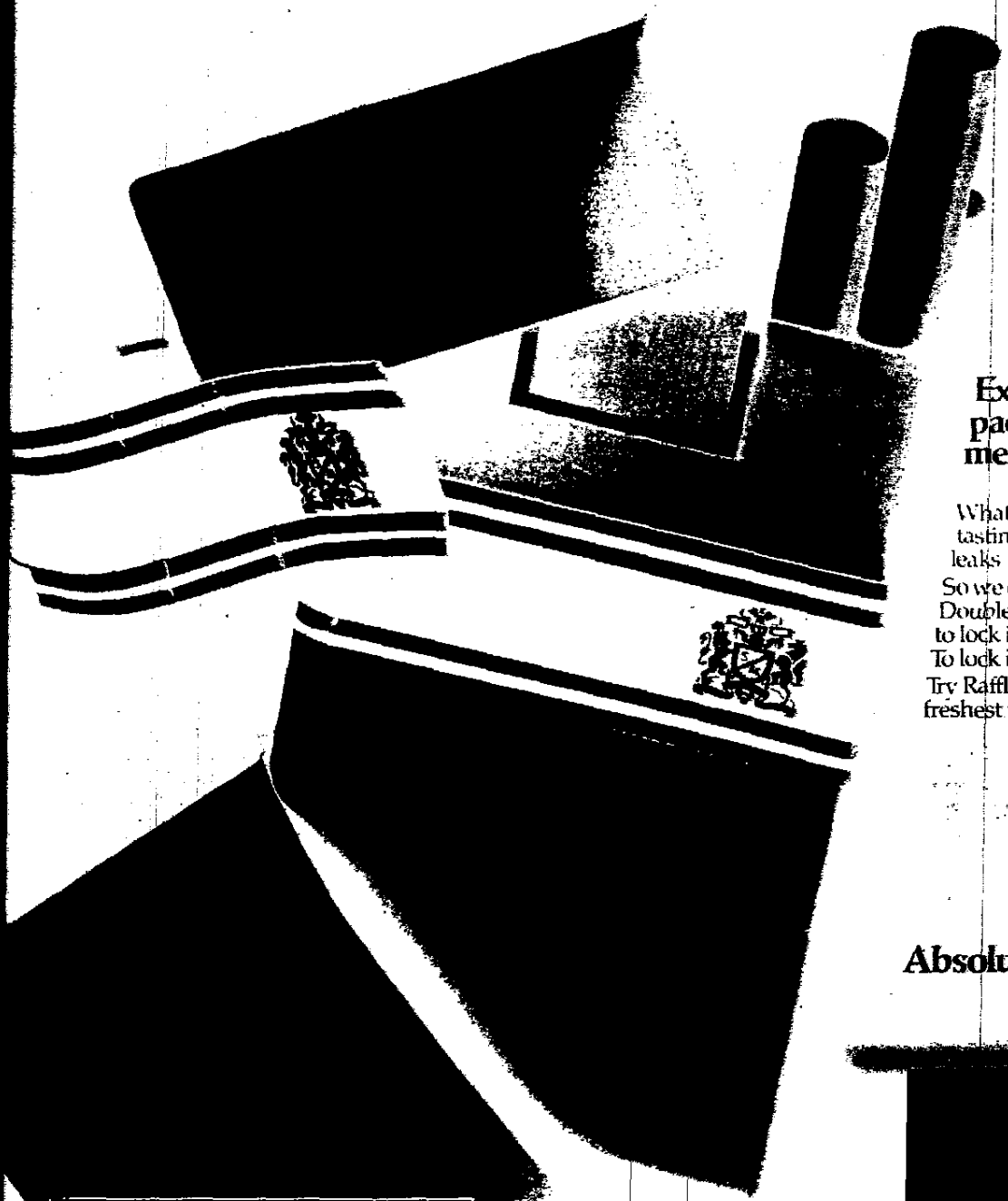
Absolutely, positively the freshest menthol ever captured ...and kept!



Exclusive "Fresh-Lock"® pack seals in the freshest menthol flavor ever.

What's the good of creating a fresher-tasting menthol cigarette if that freshness leaks through the pack and disappears?

So we created a whole new kind of pack. Double wrapped. A pack within a pack to lock in freshness. To lock in flavor. To lock in menthol.

Try Raffles and be convinced. This is the freshest menthol you've ever smoked.

Absolutely, positively menth

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

12 [illegible] tar, 1.0 [illegible]

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Source: https://www.industrydocuments.ucsf.edu/docs/lrxj0004